

## **HOW DO WE MAKE NEW AND PROSPECTIVE MEMBERS FEEL WELCOME**

- Introduce them to fellow members and find a personal connection.
- Include them in the meeting by asking their opinions/input on topics as they come up.
- Meeting Buddy
- Invest time in them – call, email and invite.
- Say Hello
- Greet them and make them feel comfortable.
- Buy key rings and “gift” them to new members.
- Sit with them and visit.
- Offer to take them to activities.
- Be accepting of new ideas they offer – don’t shoot them down!
- When they walk in – ask them about family, jobs, etc...Listen to them.
- Introductions, nametags, maybe a small welcome bag with club info and a treat.
- Assign a mentor to explain stuff during the meeting.
- Introduce everyone to the new person.
- Explain what’s going on.
- Have two members in charge of taking care of guests.
- Sit with them.
- Have membership info available that night.
- Partner them with experienced members.
- Introduce them with bio info.
- Find out their interests.
- Special seating.
- Let them know that the club values anything that you can bring to the club.
- Sit and talk.
- See what you have in common.
- Have a veteran member be a “friend” for the entire meeting – explain sign-up sheets, lingo, etc.
- Call them after the meeting to thank them for attending.
- Smile.
- Team building games.
- Assign a Big Sister.
- Introductions.
- Pay special attention to them – do not hang with old members during break time.
- Buy them a drink.
- Make eye contact.
- Have a buddy for the first two meetings – to show them the ropes.
- Designate an official “welcome person”.
- Social meeting time before the business meeting.

## **WHAT IS IMPORTANT TO INCLUDE/REMEMBER WHEN ORIENTING A NEW MEMBER**

- Do not use buzz words.
- Buddy systems.
- Get together – one-on-one.
- Handouts and information on Federation.
- Orientation pamphlet.
- Nametags.
- Have fun!
- Ice breaker at the beginning.
- Give them something to do.
- Introduce everyone.
- Contact information with photo.

## HOW DO WE GET PROSPECTIVE MEMBERS TO NOTICE US

- Announce monthly meetings.
- Announce fundraisers.
- At your events – make sure everything has your name on it as the sponsor.
- Make sure you let everyone know the difference your club is making in the community.
- Eye-catching, unique flyers with tear-off tabs with contact information.
- When the club year starts – have local paper do an article on the club with the plans for the year.
- Wear GFWC gear!
- Inundate your newspaper with info on all your club does.
- Good/consistent/frequent/varied public relations of all kinds – press releases, brochures, banners, be a speaker, website.
- Advertise events you are holding in your community.
- Talk, talk, talk your club up.
- Put up signs in the community.
- Be out in the public.
- Be proud.
- Provide food.
- Fliers.
- Publicity.
- Talk about what GFWC does for you.
- Put your events in your church bulletin.
- Be everywhere in the community.
- Send letters to newcomers in the community.
- Website.
- Display your literature at the library and health clubs.
- Do a visible project in the community.
- Invite someone from your local paper to your meeting – encourage them to write a human interest story.
- Exhibit at fairs – book fairs at schools.
- Have a business card to handout.
- Go on public access TV and publicize an upcoming event.
- Wear your GFWC pin.
- Put a yard sign out where you meet.
- Should be a PR component to every club activity.
- Use the GFWC logo on everything.
- Ride with a sign in a parade.

## **HOW DO WE GET PROSPECTIVE MEMBERS TO ATTEND THEIR FIRST MEETING**

- New Comers List – send a postcard.
- Ask them!
- Pick them up.
- Invitation and Follow-up
- Promise fun, food & fellowship.
- Discover their needs – networking, leadership development, a reason to get out of the house, share their talents.
- Personal face-to-face invitation.
- Talk about how much fun you have.
- Promise to meet them and sit with them.
- Call personally.
- Every member brings a friend to a meeting with a special speaker.
- “Its great to give back to the community.”
- Call and remind them a couple days before the meeting.
- Meet for a drink before the meeting.
- Ask women you barely know to a fun event...not a business meeting.
- Ask them to help with a project first.
- Ask them to lunch first – “Free Lunch”
- Invite family, friends to your fundraisers.
- Make meetings interesting.
- Asks them what inspires them and make a connection to club work.
- Offer a treat.
- “Welcome to the neighborhood” event.
- Invite them to a new member social.
- Ply them with wine.

## HOW DO WE GET PROSPECTIVE MEMBERS TO COME BACK FOR A SECOND TIME

- Call personally again.
- Go to dinner before.
- Thank you card with – include a calendar of events.
- Be organized and impress them at the first meeting.
- Have a meeting buddy call them after the first meeting.
- A special new member night.
- Talk with them between meetings.
- Sign them up for an activity.
- Offer to carpool.
- Email them and recognize that they came to their first meeting – you hope to see them at the next meeting.
- Involve them at the first meeting.
- Invite them out after the meeting for a night cap.
- Make them part of the project.
- Have good food.
- Membership chairs – have a welcome back packet with a name tag, brochure, newsletter, paper, pen and calendar.

## **WHERE DO WE FIND NEW MEMBERS**

- Everywhere.
- Wherever you interact with people.
- Schools
- Friends
- Work
- Church
- Community
- At school drop-offs and pick ups.
- School Open Houses
- Ask every member to send in names.
- Health clubs
- Hairdressers
- PTO's
- Sporting events.
- Playground moms
- Advertise at the library
- Any place where women congregate
- Welcome new business owners on behalf of your club
- Book Club
- Fundraisers
- Realtors
- Pre-schools
- At the gym
- Neighbors
- Sisters
- Grocery Store
- Water Aerobics
- Soccer Games
- Ask everyone you know!
- Doctors
- Dentist